

**THE EFFECT OF MALL ENVIRONMENT
ON CUSTOMER LOYALTY MEDIATED
BY MALL VALUE AND CUSTOMER
SATISFACTION AT MARVELL
CITY**



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2019

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THESIS

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

To fulfill the requirements for the management bachelor degree

International Business Management Program

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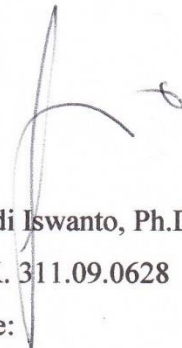
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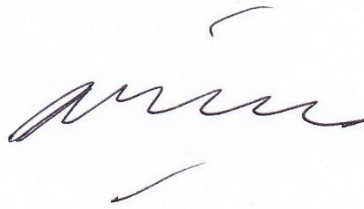


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FOREWORDS

Give thanks to Jesus Christ, Lord of Heaven and Earth for His blessing and guidance bestowed upon the author so that the author managed to complete the thesis well. This thesis titled “The Effect of Mall Environment on Customer Loyalty Mediated by Mall Value and Customer Satisfaction on Marvell City Surabaya” is formed as one of the requirements to complete Bachelor program in Business Faculty, Widya Mandala Catholic University Surabaya. During the process of the thesis, the author obtained many help from various sources. Therefore, the author would like to express gratitude to:

1. Dr. Lodovicus Lasdi, MM., as the dean of Business Faculty Widya Mandala Catholic University Surabaya
2. Robertus Sigit, ST., MM., as the Coordinator of Business Management Program Widya Mandala Catholic University Surabaya
3. Dr. Lydia Ari Widyarini, MM. as the advisor lecturer I for this thesis, who patiently, relentlessly and sincerely allocate some time to give out guidance, motivation, reminders and important advices during the completion process.
4. J.B.Budi Iswanto, Ph.D as the advisor lecturer II for this thesis, who patiently, relentlessly and sincerely allocate some time to give out guidance, motivation, reminders and important advices during the completion process.
5. All lecturer from International Business Management, Management Major, Business Faculty who have guide and give their knowledge during the study process.
6. My parents who always support, raise, important advice, and loving me until now.
7. All parties who have given spirit and help both direct and indirectly that the author cannot mention one by one.
8. My best friend Hendrawan Natahadi who give me spirit, guidance, and motivation to make this thesis done
9. Stanley Wang and Brenda Savio as a lab assistant for the time and guidance.

10. My girlfriend Jemima Rumiza who always give me love and motivation until this thesis can be done.

The author has high hopes that Jesus Christ will bless and give His grace towards all the parties that help in the process of writing this thesis. By the end, with all the limitation, the author are hopeful of constructive critics and suggestion from many different parties. Hopefully this thesis will be beneficial for those who need it and who read it.

Surabaya, 2019

Author

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ABSTRACT

In the current era of globalization human behavior is becoming increasingly consumptive and often spends their time in malls. When shopping at the mall there are several factors that influence us to shop again and make repeat purchases or commonly called customer loyalty. This study aims to determine the effect of mall environment on customer loyalty which is mediated by mall value and customer satisfaction. This study uses SEM analysis techniques with the help of Partial Least Square (PLS).

The object of this research is those who shop in Marvell City Surabaya, with age above 17 years and with a sample size of 140 respondents. The results of this study indicate that mall environment has a positive effect on mall value, mall environment has a positive effect on customer satisfaction, mall environment has a positive effect on customer loyalty, mall value has a positive effect on customer satisfaction, mall value has a positive effect on customer satisfaction, mall value has a positive effect on customer loyalty, and customer satisfaction have a positive effect on customer loyalty.

Keywords: Mall Environment, Mall Value, Customer Satisfaction. Customer loyalty.

ABSTRAK

Dalam era globalisasi sekarang ini perilaku manusia menjadi semakin konsumtif dan sering menghabiskan waktu mereka di dalam mall. Pada saat berbelanja di dalam mall terdapat beberapa faktor yang mempengaruhi kita untuk berbelanja kembali dan melakukan pembelian berulang atau biasa disebut dengan kesetiaan pelanggan (Customer Loyalty). Penelitian ini bertujuan untuk mengetahui pengaruh mall environment terhadap customer loyalty yang di mediasi oleh mall value dan customer satisfaction. Penelitian ini menggunakan teknik analisis SEM dengan bantuan Partial Least Square (PLS).

Obyek dari penelitian ini adalah mereka yang berbelanja di Marvell City Surabaya, dengan usia di atas 17 tahun dan dengan jumlah sample sebanyak 140 responden. Hasil penelitian ini menunjukkan bahwa mall environment berpengaruh positif terhadap mall value, mall environment berpengaruh positif terhadap customer satisfaction, mall environment berpengaruh positif terhadap customer loyalty, mall value berpengaruh positif terhadap customer satisfaction, mall value berpengaruh positif terhadap customer satisfaction, mall value berpengaruh positif terhadap customer loyalty, dan customer satisfaction berpengaruh positif terhadap customer loyalty.

Kata Kunci: Mall Environment, Mall Value, Customer Satisfaction, Customer Loyalty